

STAKEHOLDER EXPERIENCE COMMITTEE – DRAFT - 11/08/12

STAKEHOLDER EXPERIENCE PLAN:

Product: A phased plan for the implementation of railgating and a new type of fan experience. The plan will include tactical steps and a growing of the program annually for four years, through the opening of the stadium in 2016.

Plan Components (tasks/products):

- Stakeholders (List):
 - Draft list of ALL “stakeholders” for review and comment by committee
- Tailgating Plan:
 - Current Tailgating Demand (Map):
 - Create simple map that shows lots, numbers, costs, entry points, etc.
 - Consider expanding purple path further out into neighborhoods and parks to use public land for tailgating and provide shuttle service
 - Future Tailgating Locations (Map)
- The “Purple Path Zone” (Map):
 - Define the city-supported zone for game day fan experience
 - City Public Works: Requirements/policy changes
 - Based on demand for tailgating;
 - Plan for temporary street closures for tail/railgating and food trucks
 - Determine which streets will be closed each year (as plan is expanded)
 - Parking meters strategies?
 - Use of public plazas including HC Government Center
 - Signage and wayfinding program
 - Based upon demand, consider expanding the “Purple Path” further out into neighborhoods and parks; use public land for tailgating and provide shuttle service from remote tailgating to stadium
 - City Regulatory Services: Requirements/policy changes
 - Food trucks: Number, locations, licensing, regulation, vendors
 - Alcohol sales: Number, locations, licensing, regulation, vendors
- Relations with “bricks and mortar” bars and restaurants
 - Develop a comprehensive game day marketing plan to ensure “all boats rise”
 - Increased business for bars/restaurants in Warehouse District, Nicollet Mall, etc.
 - Vikings vendors must thrive too